

## **METHOD FOR MANAGING RESOURCES IN A MULTI-CHANNELED CUSTOMER SERVICE ENVIRONMENT**

### **ABSTRACT**

A method for managing custom relationship management (CRM) resources including communicatively linking a service router to a plurality of service resources. For each of the service resources, at least one routing criterion can be established. A multitude of service requests can be received by the service router via a multitude of communication channels. Each service request can be analyzed for request characteristics. The request characteristics can then be compared to routing criteria. Each of the service requests can be automatically routed to a selected service resource based at least in part upon the previous comparison. Values for the routing criteria can be dynamically altered based upon feedback.